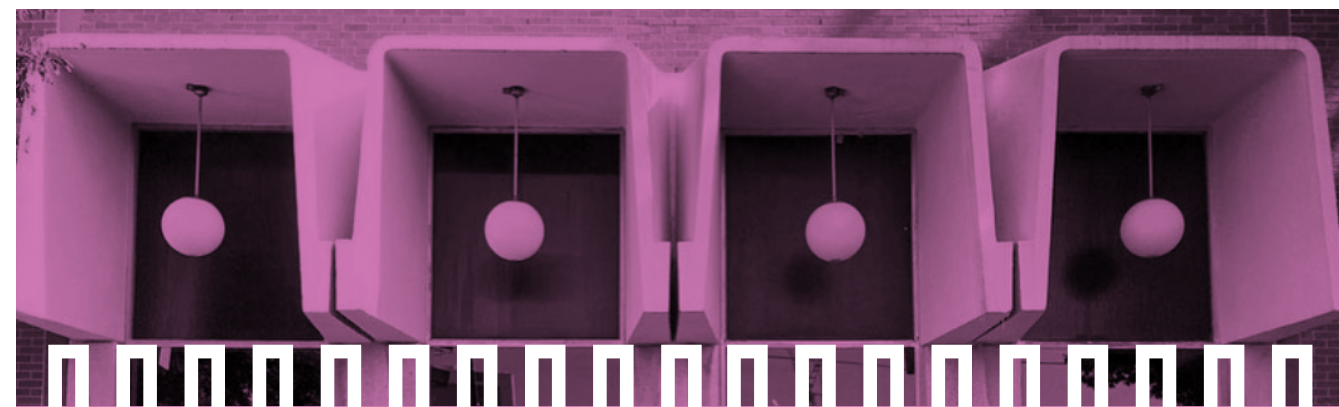
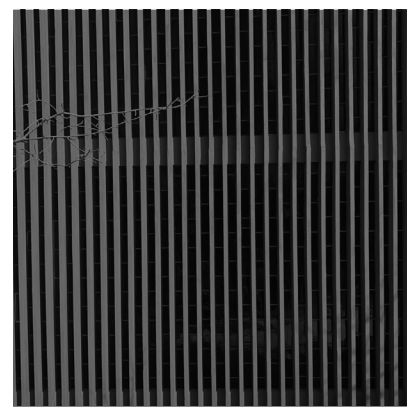
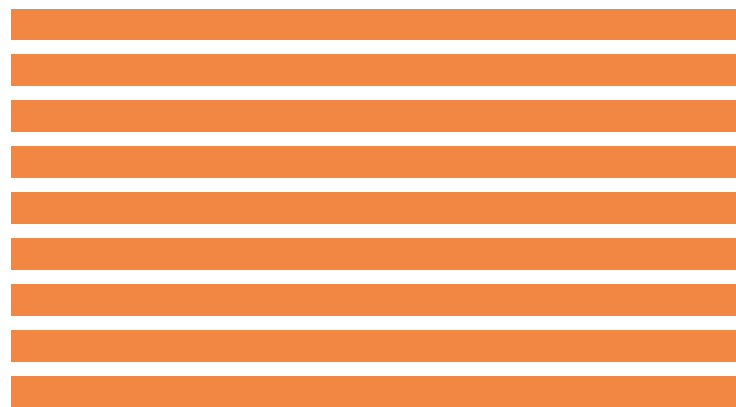
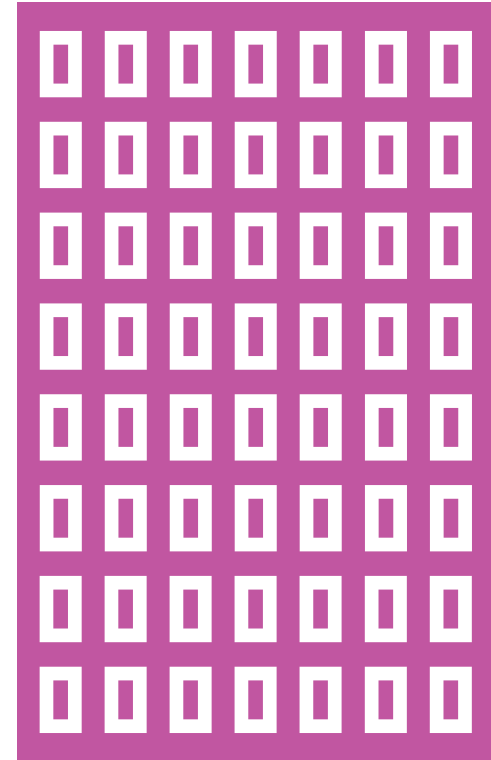
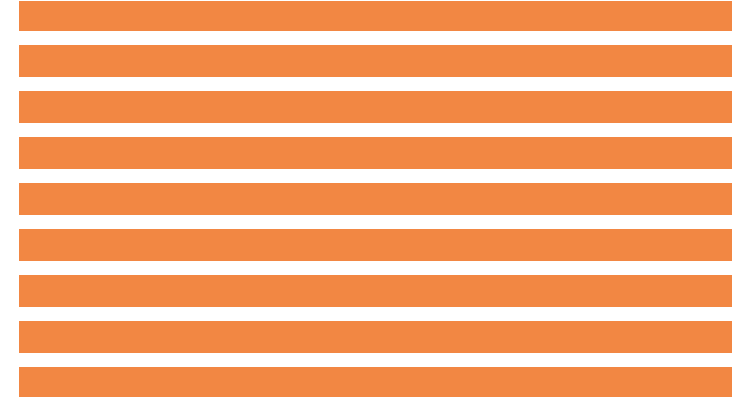
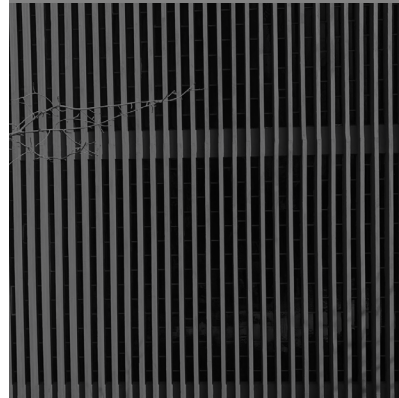


Docomomo US National Symposium
— JUNE 1-4, 2022 —

SPONSORSHIP OPPORTUNITIES





YO! MODERNISM!

Sponsorship Overview

Sponsoring the Docomomo US National Symposium, ***Yo! Modernism! The View from Philadelphia*** presents a prime opportunity to support national preservation efforts of modern structures while at the same time promoting your own brand to hundreds of like-minded preservationists. The 2022 National Symposium is the first in-person gathering of Docomomo US since 2019 and the ninth annual national conference held in various cities across the country.

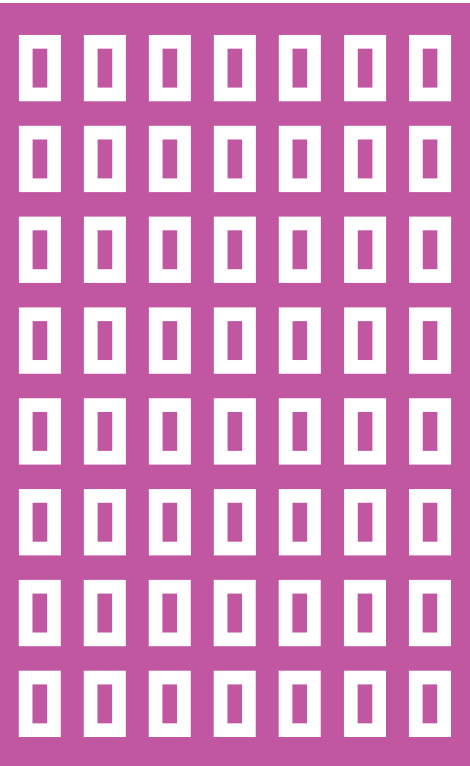
The 2022 National Symposium will be held at the University of Pennsylvania, hosted by Penn's Weitzman School of Design. Additional elements of the Symposium will take place at the magnificent Frank Lloyd Wright designed Beth Sholom Synagogue and the Richard Neutra designed Hassrick House, where a special modern preservation workshop will be presented by the Center for the Preservation of Modernism at Thomas Jefferson University.

Docomomo stands for the DOcumentation and COnservation of buildings, sites and neighborhoods of the MOdern MOvement. Docomomo US is the committee of Docomomo in the United States and a 501(c)3 registered non-profit organization consisting of 18 regional chapters—of which Philadelphia is one—and 5 friend organizations that share its members' knowledge of and enthusiasm for modern architecture.



YO! MODERNISM! THE VIEW FROM PHILADELPHIA

Highlights



- Keynote presentations by nationally known architects and preservationists.
- Over 50 specific well-researched papers on modernism and preservation efforts will be presented by academics, practicing architects, archivists, preservationists and historians.
- A host of tours to modernist homes, cultural institutions and landmarks in and around Philadelphia will be featured, showcasing how specific design strategies continue to be relevant in light of our search for sustainable community solutions.
- Philadelphia's contributions to modernism will be celebrated with a party atop the former PFSF Bank building, now the Loews Hotel, the country's first modern skyscraper.
- The campus of the University of Pennsylvania and its host of buildings designed by noted modernist architects is the site of the conference along with the iconic Frank Lloyd Wright designed Beth Sholom synagogue. Richard Neutra's Hastrick House will be a prominent venue in the pre-symposium modern preservation workshop sponsored by the Center for the Preservation of Modernism at Thomas Jefferson University.
- Local attendees will be able to register for the Symposium at a significantly reduced fee allowing greater opportunities to engage with residents in advocating for preservation within our own region.

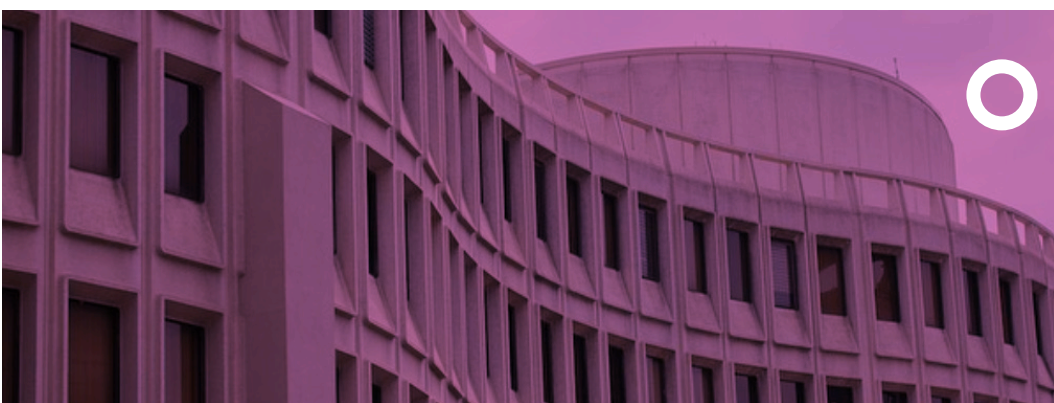
WHY SPONSOR?

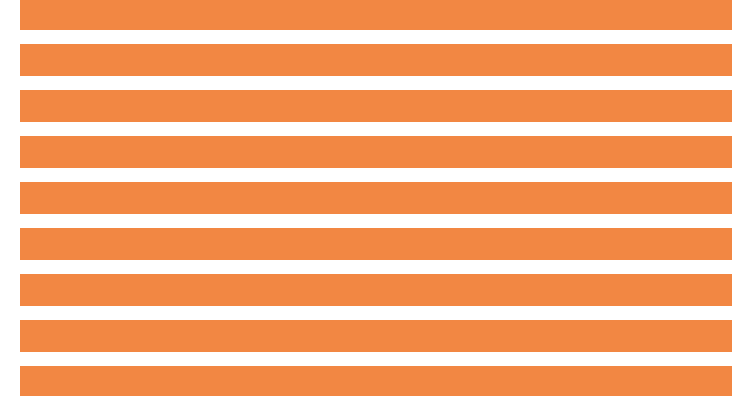
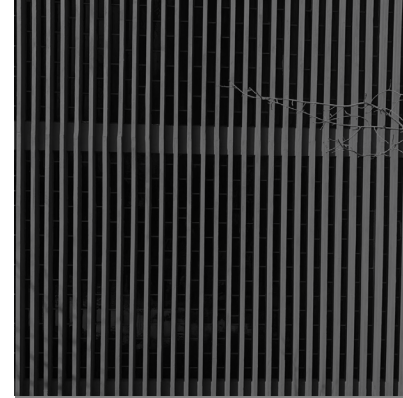
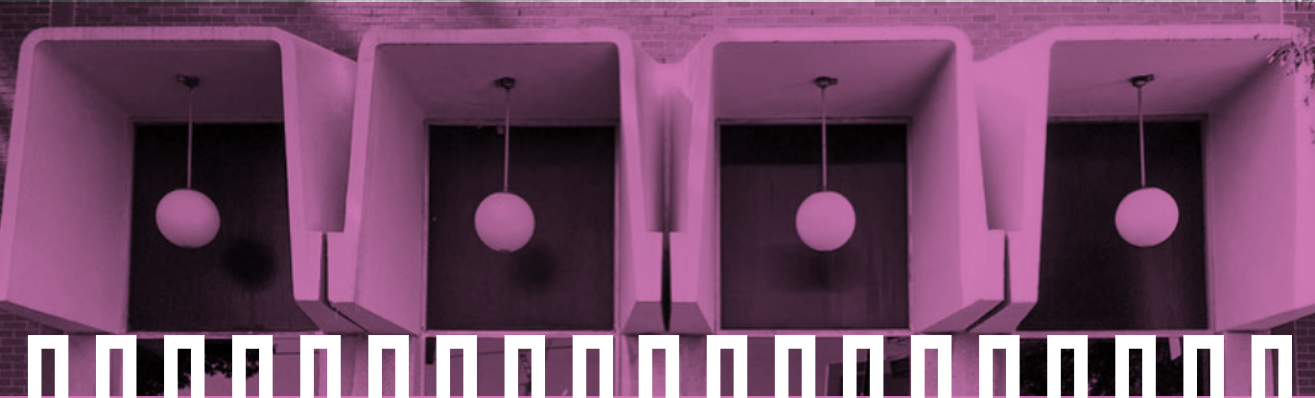
Promote your business to a local and national audience while supporting an organization dedicated to the preservation of modern architecture, landscape and design through sponsorship of the 2022 Docomomo US National Symposium in Philadelphia.

From modern aficionados to seasoned design professionals, participating as a sponsor of the National Symposium offers unique access to a community of taste makers and influencers who are keenly focused on mid-century design.

Sponsorships at a variety of price points geared to fit anyone's budget are available to engage with our attendees.

Your sponsorship will be promoted beyond just Docomomo members as a series of partner community, academic and civic organizations will contribute to and promote the Symposium.





SYMPOSIUM AUDIENCE

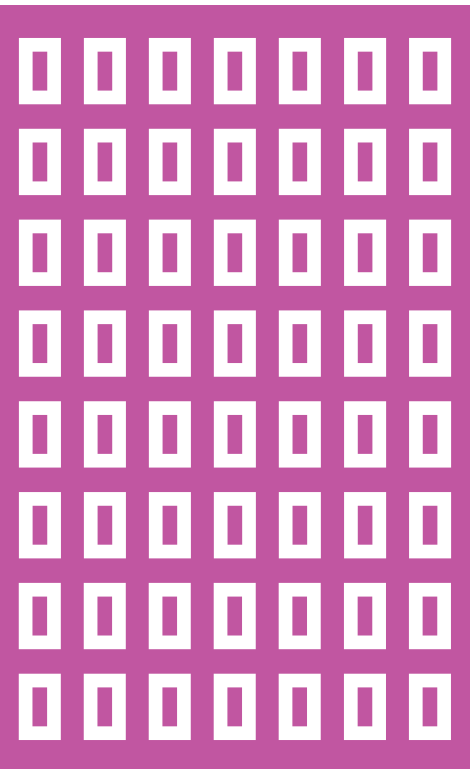
Attendees include:

- Architects and landscape architects
- Preservationists
- Modern house homeowners
- Realtors and developers
- Engineers and designers
- Historians
- Educators and students
- Modernism enthusiasts

Demographics:

- 97% of Docomomo US members have a bachelor's degree or higher, and 75% have a masters degree or higher.
- Attendees have a high interest in good design, architecture, modern real-estate and furnishings.
- Median income of Docomomo US members is \$175,000.
- Past attendees have come from 40 states and 8 countries.
- Participation at past symposiums has ranged from 200-600 attendees.

OVERVIEW OF SPONSORSHIP LEVELS



SPONSORSHIP LEVELS

Become a sponsor of the Docomomo US National Symposium in Philadelphia, PA June 1-4, 2022.

The earlier you become a sponsor, the more opportunities you will receive in recognition and views as Symposium promotions and e-blasts are sent out.

Each event provides opportunities for sponsorship, with each level of sponsorship offering varying levels of acknowledgment of your support.

Yo! Modernism! The View from Philadelphia

sponsorships are named for prominent women architects, designers, artists, and preservationists.

(Note the names are listed in chronological order with a short statement about their significance)

MINERVA PARKER NICHOLS | \$15,000

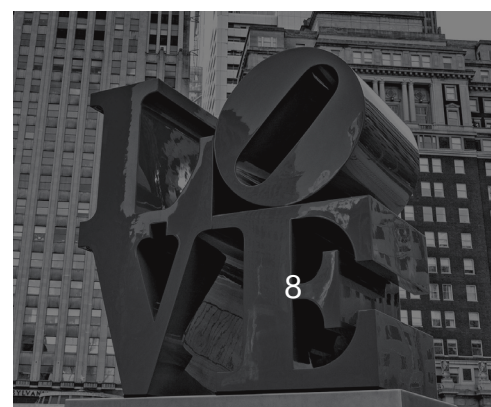
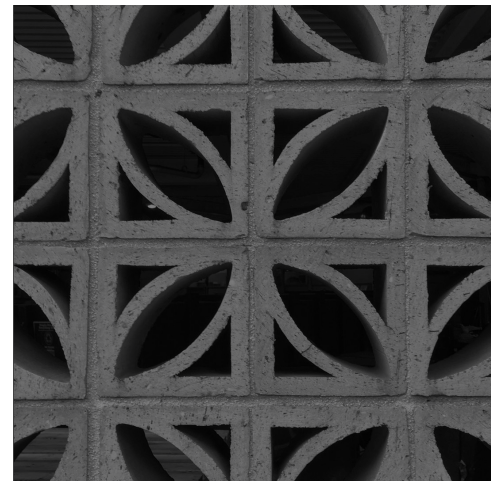
First woman in the country to have a solo architecture practice (1863-1949)

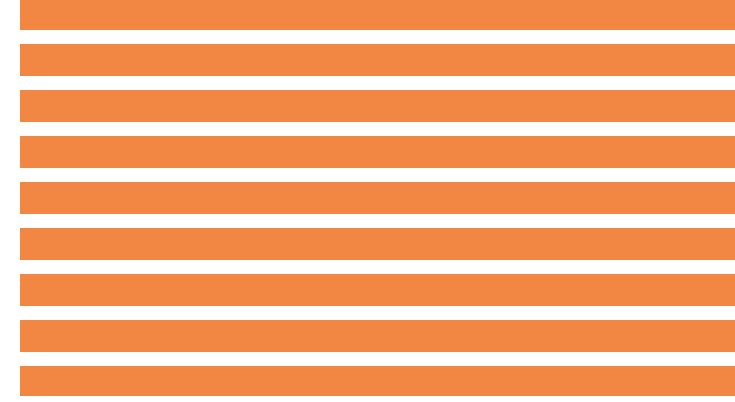
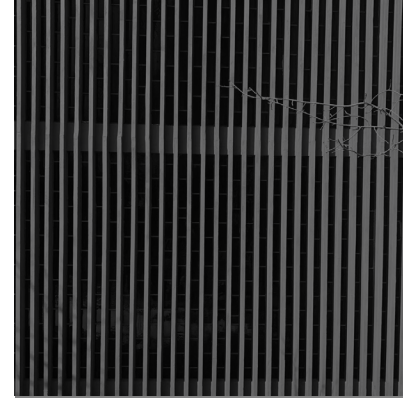
At the ***Minerva Parker Nichols*** level, your company/organization receives priority print and web placement acknowledging your support, verbal recognition at each event as the Host Sponsor, and the opportunity to craft a benefits package that reflects your specific interests including the ability to welcome guests at the beginning of the event. This is the highest level of support and ensures a level of excellence across the symposium programming.

Opportunities can include, but not limited:

- Branding on all signage/publications/web presence
- Verbal Recognition at each event
- 10 full Symposium admissions and 4 tickets to any tour
- 4 invitations to the VIP house party on Saturday, June 4
- 2 invitations to the Yo! Preservation! Workshop held on Tuesday, May 31
- Advertising in print material

(One available)





META VAUX WARRICK FULLER | \$10,000

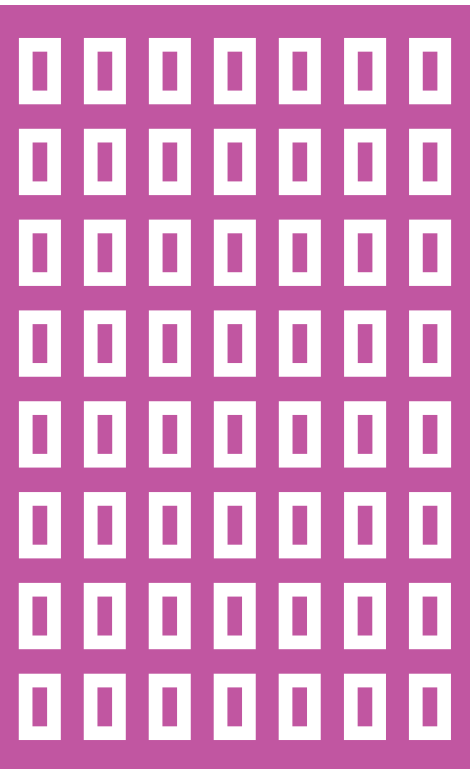
Artist, poet, and first African American woman to receive a U.S government commission (1877-1968)

Meta Warrick Fuller sponsorship allows your company/organization to address symposium guests directly during one special event such as the Yo! Modernism! Reception at the Loew's PSFS Hotel or the Opening Reception Patio Daddy-O Jawn. You will receive priority print and web placement acknowledging your support and the opportunity to craft a benefits package that reflects your specific interests.

Opportunities can include, but not limited:

- Branding on all signage/publications/web presence
- 6 full Symposium admissions and 4 tickets to any tour
- 4 invitations to the VIP house party on Saturday, June 4
- 2 invitations to the Yo! Preservation! Workshop held on Tuesday, May 31
- Advertising in print material

(Two available)



ELIZABETH HIRSH FLEISHER | \$7,500

First licensed woman architect in Philadelphia and partner in the firm
Roth & Fleisher (1892-1975)

Elizabeth Hirsch Fleisher sponsors have the ability to brand their company or organization logo on our swag! Merchandise sponsorship includes:

- Lanyard Sponsor
- Swag Bag Sponsor
- Breakfast or Lunch Sponsor
- Cheesesteak Stress Ball

Sponsors will also be recognized throughout the duration of the 4-day Symposium through print materials, visual banners and social media. Plus:

- 4 full Symposium admissions, 4 tickets to any tour
- 4 invitations to VIP Party on Saturday, June 4
- 2 invitations to the Yo! Preservation! Workshop held on Tuesday, May 31
- Advertising in print material

(Two available)

STANISLAWA “SIASIA” NOWICKI | \$5,000

First female professor at PennDesign and full professor of architecture in the country (1912-2018)

Siasia Nowicki sponsors will be recognized as the sponsor for one day of the Symposium choosing between:

- Wed, with Keynote
- Thursday, Symposium full day
- Friday, Beth Sholom and Tour of Iconic House Landmarks

Sponsors at this level will be recognized throughout the duration of the 4-day Symposium, through print material, visual banners, and social media. Plus:

- 4 full Symposium registrations, 4 ticket to any tour
- 2 invitations to the VIP Party on Saturday, June 4
- 2 invitations to the Yo! Preservation! Workshop held on Tuesday, May 31
- Sponsors will be recognized on Saturday Tours

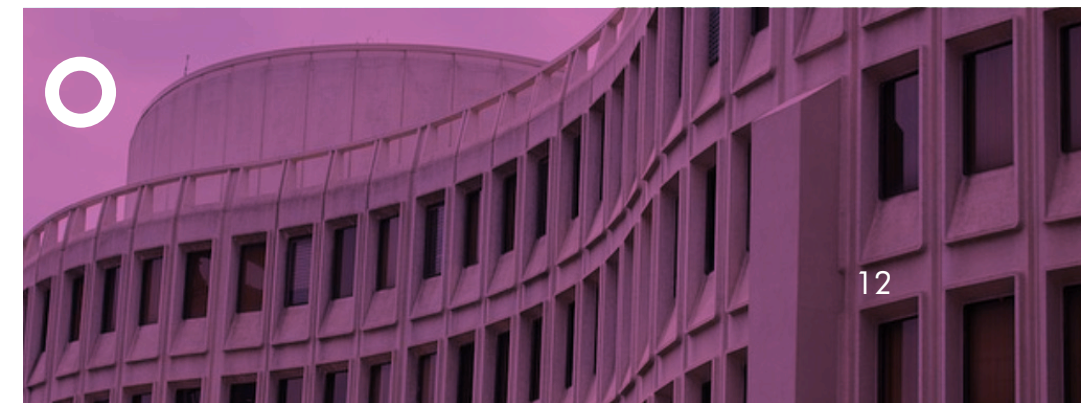
ANNE GRISWOLD TYNG | \$2,500

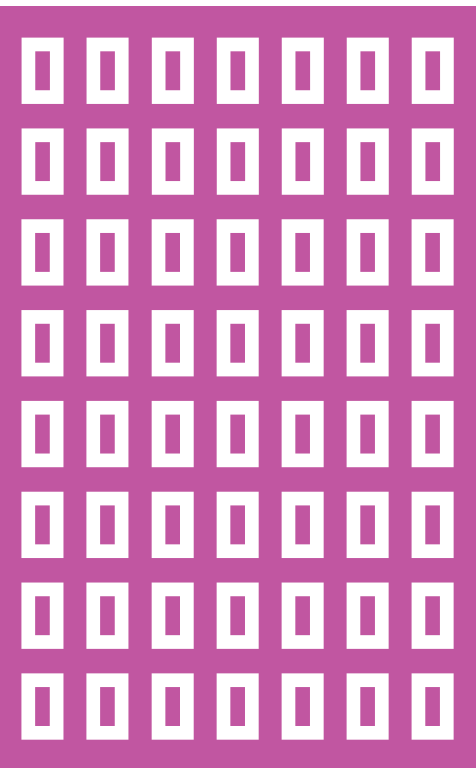
Architect, professor, and long-time collaborator with Louis Kahn (1920-2011)

Anne Griswold Tyng sponsors provides direct support for local participants throughout the 4-day Symposium. Sponsorship at this level provides a deep discount to local residents wishing to attend the event.

Sponsors will be recognized throughout the duration of the 4-day Symposium, through print material, visual banners, and social media. Plus:

- 2 full Symposium registrations, 2 tickets to any tour
- 2 invitations to the VIP Party on Saturday, June 4





PENELOPE HARTSHORNE BATCHELER | \$1,500

Leading historical architect for the National Park Service and preservation advocate (1928-2007)

Your company or organization will be recognized through print materials, visual banners and social media. Plus:

- 1 full Symposium registration
- 1 ticket for any tour or 1 VIP Party ticket

DENISE SCOTT BROWN | \$500

Architect, city planner and principal of Venturi Scott Brown Associates; first living woman to receive an AIA Gold Medal (1931-)

-
- Logo/name will be printed on printed programs and slides
 - Recognition across media, such as Docomomo US website, e-blast newsletter and Philadelphia social media outlets.
 - 1 full Symposium registration and 1 ticket for any tour

SPECIFIC SPONSORSHIP OPPORTUNITY

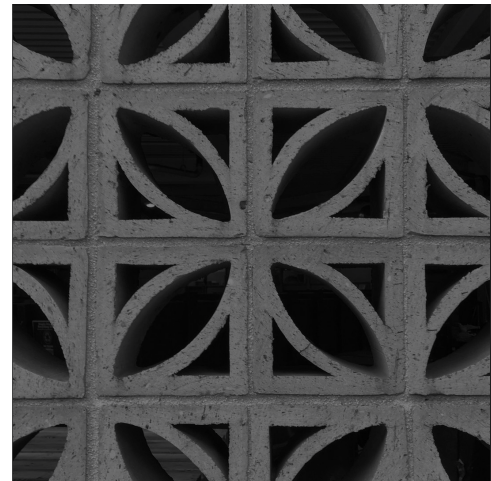
- Kick-off Patio Daddy-O Reception *(\$5,000)*
- Yo! Modernism Reception at Loew's PSFS Hotel *(\$10,000)*
- Mod-Nosh Kosher Box Lunch *(\$5,000)*
- Transportation Bus *(\$1,000)* (sign on bus)
- VIP Party *(\$5,000)*

In-kind partnerships

Docomomo US offers a limited number of in-kind partner sponsorships to local organizations or media outlets who provide services or goods at no cost.

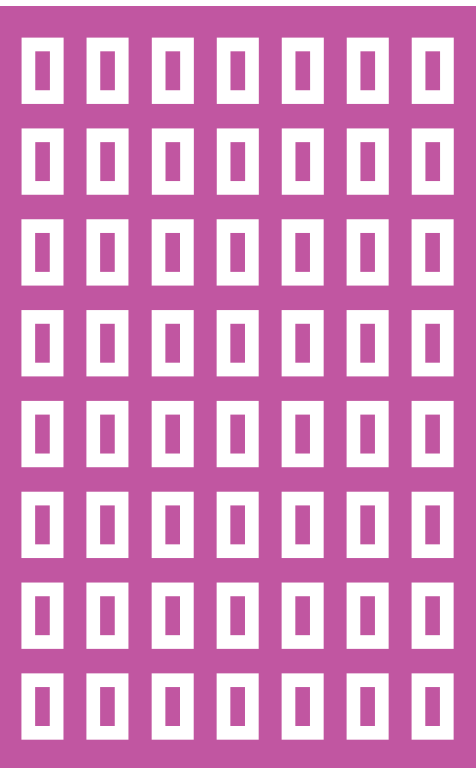
All partners will be acknowledged in print and on website, newsletters and social media.

- 1 full Symposium registration



SPONSORSHIP LEVEL COMPARISONS

LEVEL	Minerva Parker Nicholas \$15,000	Meta Warrick Fuller \$10,000	Elizabeth Hirsh Fleisher \$7,500	Siasia Nowicki \$5,000	Anne Griwold Tyng \$2,500	Penelope Hartshorne Batcheler \$1,000	Denise Scott Brown \$500
Comp Symposium Registrations	10	6	4	4	2	1	1
Comp tour	4	4	4	4	2		1
VIP invites	4	4	4	2	2	1	
Workshop	2	2	2	2			
PROMOTIONAL							
Branding on all Signage	●	●	●	●	●		
Verbal Recognition at all Events	●	●	●	●	●		
Registration Packet Material	●	●	●	●	●		
ACKNOWLEDGEMENT							
Name and Logo on Social/digital	All	All	All	All	All	All	All



OUR MISSION

Docomomo US is dedicated to the preservation of modern architecture, landscape and design. Through advocacy, education, and documentation, we provide leadership and knowledge by demonstrating the

importance of modern design principles including the social context, technical merits, aesthetics and setting of these important pieces of American history.

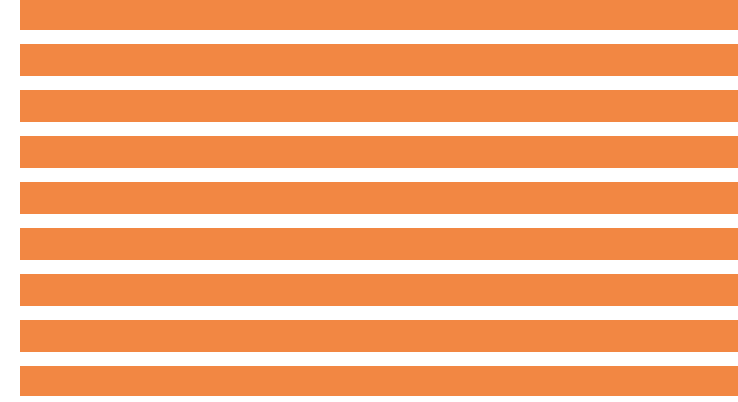
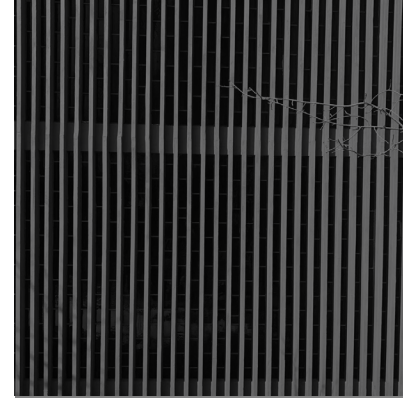
OUR VISION

The Docomomo US/Philadelphia chapter is a 501(c)3 organization. Our vision is to enrich our communities and culture through the understanding, appreciation and preservation of modern architecture and design in the greater Philadelphia region. The Yo! Modernism! The View from Philadelphia symposium will provide an opportunity to showcase the region's unique contributions to modern architectural history and preservation. Philadelphia's diverse cultural characteristics provide a framework for the Chapter's efforts towards conservation, adaptive re-use and sustainability of our historical assets.

Docomomo stands for DOcumentation and COnservation of buildings, sites and neighborhoods of the MOdern MOvement. Docomomo US is the

committee of Docomomo in the United States and a 501(c)3 registered non-profit organization of a union of 18 regional chapters and 5 friend organizations that share its members' knowledge of and enthusiasm for modern architecture. Docomomo US works to promote public interest in modernism through lectures, and walking tours, and organizes advocacy efforts to protect endangered sites and buildings.

This is the ninth annual Docomomo US National Symposium with previous meetings held virtually in Chicago in 2021 and then live in Hawaii in 2019, Columbus, Indiana in 2018, Phoenix in 2017, Detroit in 2016, Minneapolis in 2015, Houston in 2014 and Sarasota, Florida in 2013.



FOR FURTHER QUESTIONS OR INFORMATION:

Dan Macey

Yo! Modernism! The View From Philadelphia, Co-Chair

2676-261-7369

dan@dantasticfood.com

Liz Waytkus

Docomomo US, Executive Director

liz.waytkus@docomomo-us.org

Yo! Modernism! The View from Philadelphia Committee

Bill Whitaker

Co-Chair

Dan Macey

Co-Chair

DOCOMOMO US NATIONAL SYMPOSIUM SPONSORSHIP AGREEMENT

We, the undersigned, agree to sponsor/partially sponsor this event. We have included all the necessary information and have included our contribution or agree to send our contribution no later than April 2, 2022.

Contact information:

Company: _____

Contact: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail: _____

Website: _____

Signature: _____

Payment Information:

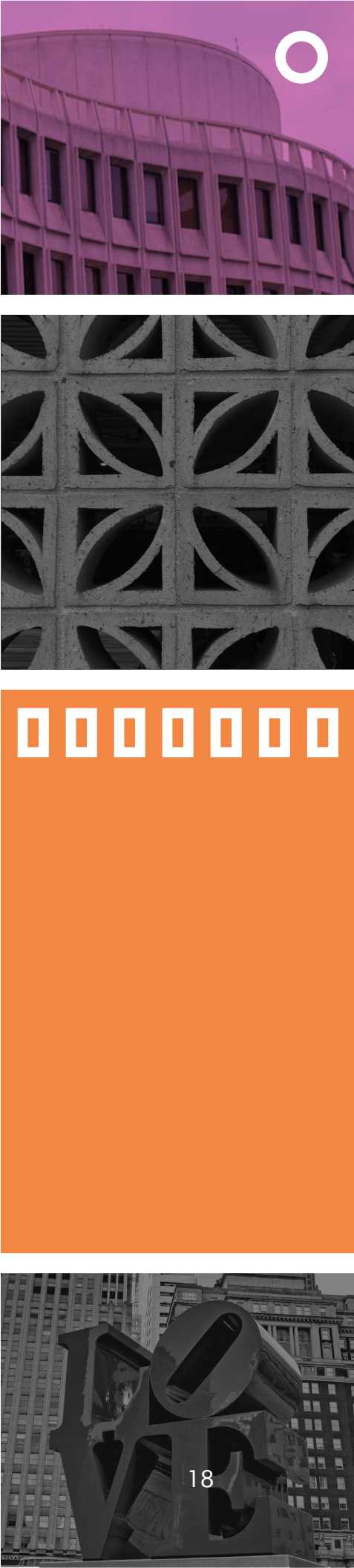
Check enclosed in the amount of \$ _____

To: Docomomo US
P.O. Box 230977
New York, N.Y. 10023

Electronic payment to PayPal via:
Payment@docomomo-us.org

Please attach a brief description of your company/ organization (up to 250) words and email a print ready copy of your logo to:
symposium@docomomo-us.org

Sponsorships can also be registered online with a credit card at:
docomomo-us.org/events/national-symposium/sponsorship-opportunities





Docomomo US National Symposium

THANK YOU!